Logan Heights Historical Society

Logan Heights Historical Society (LHHS) C/O 2175 Newton Avenue San Diego, CA 92113

November 18, 2000

Henry "Leaky" Diaz 7400 Parkway #61 La Mesa, California 91942

Dear Leaky,

We are happy to inform you that the LHHS has unanimously selected you as the Honorary President of the Logan Heights Historical Society. You have been a true beacon for our community in keeping us together and further reuniting us to celebrate our fabulous 1950 teen age years, and beyond.

The completion of a historical publication by the LHHS, will stand as a legacy of your popularity among our people, and your contributions to our successful efforts.

Congratulations. We remain looking forward to an unveiling of the Logan Heights Historical Society History Album, Volume #1.

Sinceramente,

Horace "Tati" Pina

Augie Bareno

Bolly Decena Sahada tone Rochal Oile_

Bobby Becerra

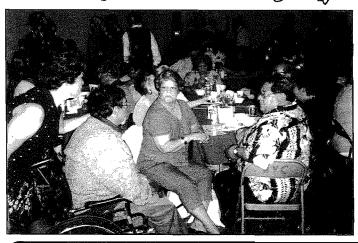
Salvador Torrés

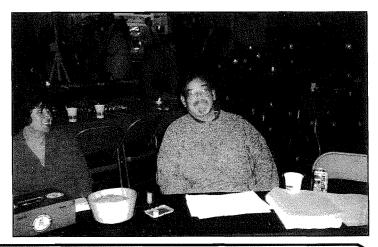
Rachael Ortiz

vance Jinega

Connie Zuniga

Ricardo Romio





Logan Heights Memory Book

Editor: Augie Bareño Graphic Artist: Richard Romio

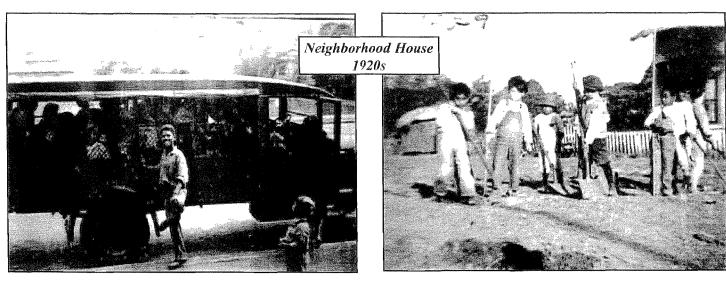
LOGAN HEIGHTS MEMORY BOOK

By Augie Bareño

he history of Logan Heights goes back more than a hundred years and is filled with stories of community pride and rich tradition passed from one generation to the next. Logan Heights is proud to be directly linked to the success of San

pioneering ways set in motion the creation of a spirit that would many years later be known as the "Logan Heights Experience" (aka The Heights, Logan, La Logan, Barrio Logan, etc.).

Early San Diego records set the first migration of



Diego. In fact, the development of a US Naval Base in San Diego in 1898 included many of the areas that we recognize today such as the foot of Crosby and Main Streets and other intriguing areas of Logan Heights.

Later the development of San Diego was boosted by the creation of a major commercial seaport and the railroads. This contributed to the migration of people and money to the area. During this period, the hous-

ing stock in Logan Heights was regarded as some of the best in San Diego. While the presence and contribution of other groups such as African-American, Japanese-Ame-rican, Pilipino-American, Italian-American, Anglos and others are an important part of Logan Heights' history; our perspective will be to focus primarily on the Mexican families. Their

Mexican families to the Logan Heights area around 1900. They migrated to a sparsely populated San Diego in search of jobs associated with the railroad and other economic pursuits of the time. They came from all parts of Mexico, including Baja California, Sonora, Chihuahua, Sinaloa, Durango, Michoacan, Zacatecas etc.

During this time period, the Mexican government permitted gambling in Tijuana and in 1916, the first

racetrack was opened. This created a link between families in San Diego and Tijuana that would span generations. The Prohibition era in the US further expanded this relationship.

From the 1920's through the Depression years, Logan Heights was transformed into the largest Neighborhood House concentration of Mexican 1915 families in the San Diego region. This growth continued through the early 1940s, the War years, and up into the early 1950s. The expansion of the Central San Diego core would further cause changes in the zoning patterns that would eventually transform Logan Heights from a primarily residential oriented neighborhood to a mixed-use industrial area. The creation of Interstate 5 permanently sealed the fate of Logan Heights by removing its economic viability and lessening the property value. It should be noted that in both instances, the land use change and freeway, Logan Heights residents felt they were not informed enough to voice any

Mexican families left a path that would be traveled by their sons and daughters which would eventually lead to a quality of life they could not have imagined possible. For from the Logan Heights they created, sprung good families and good people. It has been said that generations leap further from the shoulders of those who came before them. In the case of Logan Heights, who would have imagined doctors, lawyers, judges, business people, and teachers emerging from this tight-knit community? Their roots are directly traceable to these pioneering Mexican families. It is now incumbent on succeeding generations to properly



objections. Some 40 or 50 years later, families still feel a great sense of loss. It would not be until the late 1960s when residents of Logan Heights would finally stand up to take charge of their destiny. The California Highway Patrol was planning to build a sub-station under the San Diego-Coronado Bay Bridge on National and Logan Avenues. Through incredible will and commitment, the land was turned over to the community. This plot of dirt and weeds would later be known as Chicano Park.

Despite the challenges of its past, the pioneering

remember and document the history of Logan Heights.

To that end, the Logan Heights Historical Society was created to tell our story, through our eyes, using our voices, so everyone who walks through our neighborhood can know and understand Logan Heights. The memories, photos and other memorabilia in this document reflect the lives of many people. However we realize it is by no means complete. We want to express our thanks and appreciation to all those who opened parts of their personal history for us to share with you.

LOGAN HEIGHTS HISTORICAL SOCIETY

Augie Bareño
Bobby Becerra
Henry "Leaky" Diaz
Rachael Ortiz

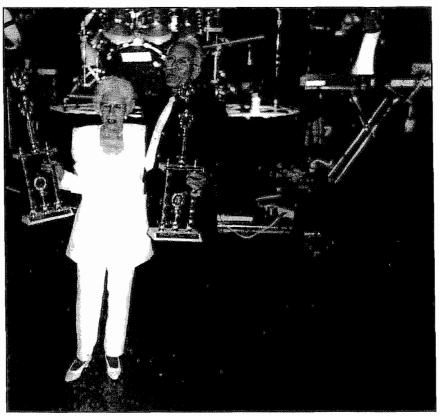


Horace "Tati" Pina Richard Romio Salvador Torres Connie Zuniga

Rachael rockin' in the 50s



Big Jay makin' it talk

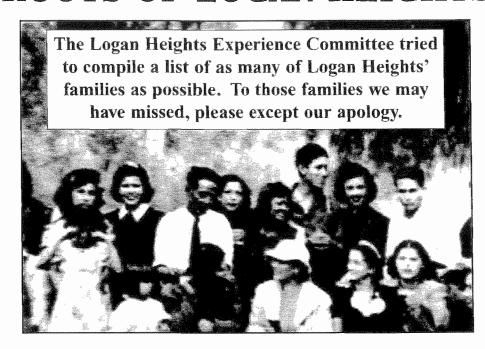


Connie and Queso showing off dance trophies

ROOTS OF LOGAN HEIGHTS

Ayala Gonzalez. Castro Smith Verdugo Meza Camacho Becerra Castillo Gonzales Johnston Espinosa **Talamantes** Cazares De la Cruz Hernández. Abeyta Lovato Meza Zúñiga Valenzuela Fierro Lupian Najera Robles Padilla Esparza Cuadras Galvan Gomez. Pedrin Ybarra Campos Amador Montez. Gamboa Gambala **Dominguez** Puentes Guerra Rubalcava Torres Estrada Orozco Vasquez.

Aguayo



Martinez Romio Sánchez Noriega Nava Marquez Ortiz Chavez Rodriquez Diaz Cano Valencia



Villa Velez. Núñez Garcia Montelongo Levya **Pacheco** Lucero Durazo Acosta Soltero 0jeda Valderrama Ruiz. Hurtado Agundez, Blanco Lee **Torrescano** Riveroll Lachica Kenniston Baragan Brown Moreno Campos Mireles Balasteri Gallegos Azhocar Bareno Portillo Prieto Pina **Collins** Colmenero Moreno Mendez, Reyes Real Reyna Samson Cervantes Lujan Razo Cecena

LOGAN HEIGHTS: LET US REMEMBER TOGETHER

BUSINESSES:

Chiquitas Bakery

Weber's Bread

Langendorf Bread

Fornaca Bakeries

Tony's Pies

Benson's Lumber

Johnson's Printing

Carlos Cleaners

Charlie's Cleaners

Pragers Department Store

Safeway

Corona Furniture

Sawaya Brothers

Doria Pharmacy

Potts Second Hand

Amador Market

Colmenero's Market

Campos Market

Moreno Market

La Central Market

Montez Market

Galloway Pharmacy

Tom's Market

George Ruiz Liquor

Roth Department Store

Maya Tortilleria

Ye Copper Kettle

Universal Furniture Store

Gamboa Barber Shop

Stiver's Jewelry Store

Wright's Party Supply

Fed-Mart

Dickenson Auto Parts

El Porvenir Tortilleria

ABC Brewery

Sam's Market

Valenzuela's Market

Mary's Café

Cuatro Milpas

Chuey's

Neighborhood Café

El Carrito

Goldstar Taco

Dominguez Restaurant

Maio Bros. Shoe Repair

Pepsi-Cola

Firestone Tire

Harbor Bay Co.

Main Street Surplus

T. I. D. C. C.

Ford Roofing Supply

Holiday Market (1st drive-thru and

self-serve gas in Logan)

Anita's Café

Gomez Gas Station

Slim's Gas Station

Agundes Auto Repair

Louie's Transmission Repair

Joe's Barber Shop

Chief's Gas Station

Molina Transmission

Shannon Restaurant

Santos Restaurant and Tortilla Shop

Clancy's Bar & Café

Hikel's Liquor Store

Ed Taylor Cleaners

Eastside Brewery

ARTISTS:

Salvador & Gloria Torres

Richard Romio

José Díaz

Cantinflas Ortiz

SINGERS/MUSICIANS:

Horace "Tati" Pina

Rachael Ortiz

Charlie Tinker "Tinkerbell"

Gilbert Aguyinaga "Beco"

Manuel Estrada

Singers/Musicians (cont'd):

Steve Andrews

Proncell Foster

Preston Bradley

Floyd Richardson

Clyde Lamar

Leroy Kenniston

Gloria Hurtado

Peggy Yancy Menifee

Leonard Elston

Chato Ruiz

Benny Hollman

Larry Green

Ronnie Montoya

Penny Brothers

Junior Robles

PERSONALITIES:

Lupita

Mosquito

Hobo Joe

Kikiriki

Pelon Johnston

Margarito

Al Holloway

Chuey Garcia

Horobado-Pool Hall

Frank, The Educated Wino

Manuel "Tortilla" Ojeda

Merlin Pinkerton

Robert "Baba" Martinez

BOXERS:

King Arthur Gonzalez

Yrenio (Jr.) Robles

George Stamos

Archie Moore

Dick Ramies (Ramos)

Ernie (Dido) Cuadras

Charlie Powell

Johnny "The Bandit" Romero

BARS:

La Bamba Jack's Island

Pete's Place

Logan Inn

Silver Slipper

38th Club

Two Roses

El Sarape

Porky's Place

Circus-Circus

Lucky Lady

10-20 Club

19th Street Club

Honest Louie's

Hi-Ho Club

Pistol Two

POLICE:

Manuelito Smith (father)

Manuel Smith, Jr. (Suky)

Manuel Guaderrama

Johnny Williams

Ron Collins

Jr. Washington

Rosario Jose Colmenero (reserve)

THEATERS:

The Metro

The Victory

The Coronet

DOCTORS:

Dr. Tully

Dr. Roy Tanaka

Dr. Francis Tanaka

Dr. Villanueva

Dr. Ching

Dr. Singleton

Dr. Hara

Dr. Teske



SCHOOLS:

Logan Elementary

Lowell Elementary

Burbank Elementary

Emerson Elementary

Our Lady of Guadalupe

Stockton Elementary

Sherman Elementary

Our Lady of Angels

Memorial Jr. High

San Diego High

Snyder Continuation

Anthony Home - School

Juvenile Hall - School

SPORTS:

Neighborhood House - Coach

Pinkerton

William J. Oakes Boys Club - Coach

Augie Escamilia

Charlie and Art Powell

Ezell Singleton

H. D. Murphy

Dick Delgado

Floyd Robinson

Robert Thorpe

Chickie Rodriquez

GANGS/CLUBS (1940-1950 AND BEYOND):

The Levi Gang

The Cherry Gang

The Jr. Levi Gang

Black Angels

Red Steps

25th Street Gang

Southeast Youth Council

Bean Bandits

Yellow Jackets

Be Bops

Los Gallos

Los Chicanos

El Valle

Little Valle

Talons

Caballeros

Los Amigos

The Drifters

The Demons

The Blue Velvets

Shebas

Madonnas

The Spiders

Nightriders

Chuckers:

(formerly Black Angels)

The Counts

Los Lobos

Logan Heights Rivalries:

The Mutes/OTNC

ICONS:

Cliquot Club

Golden Arrow Dairy

Guadalupe Church

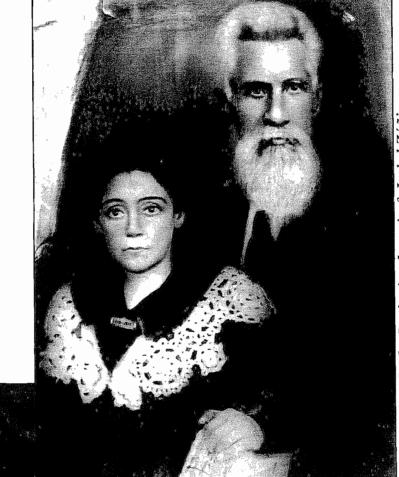
St. Ann's

Christ the King

Calvary Baptist

Metodista Libre

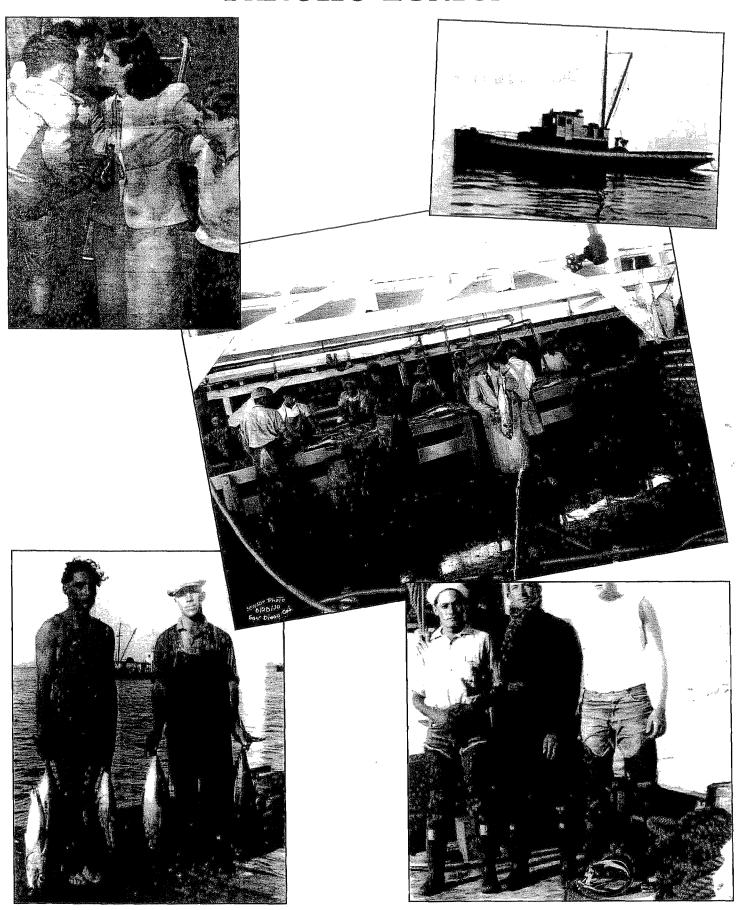
ZUÑIGA FAMILY



In the Beginning Ignacio & Isabel Zuñiga

Antonio & Maria Encina Moreno

PANCHO ZUÑIGA



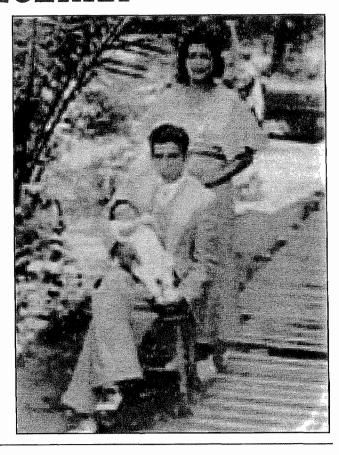
BECERRA FAMILY





FAMILIA BECERRA





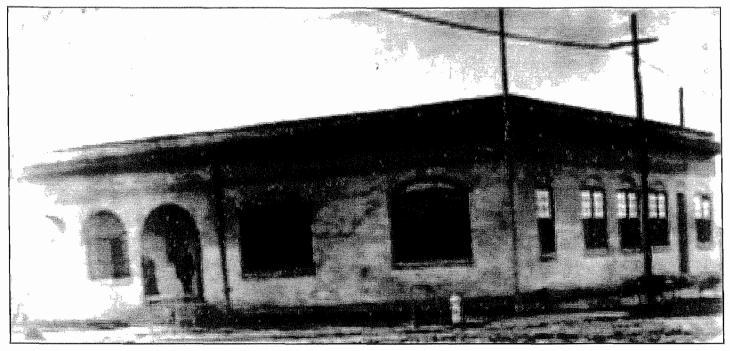
FAMILIA ZUÑIGA



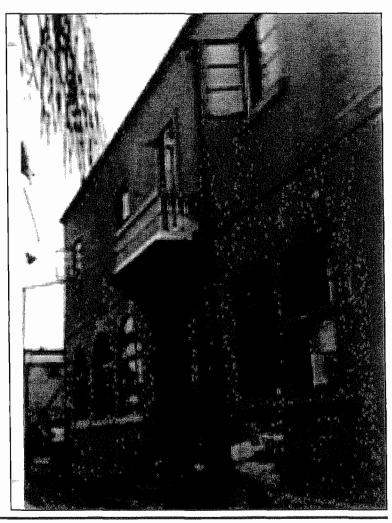
FAMILIA GONZALEZ



THE NEIGHBORHOOD HOUSE IN THE BEGINNING-1915



THE NEIGHBORHOOD HOUSE IS NO MORE



LADIES OF THE NEIGHBORHOOD HOUSE-1920s





THE NEIGHBORHOOD HOUSE TEAM 1930's



THE NEIGHBORHOOD HOUSE DEPRESSION YEARS ASSISTANCE



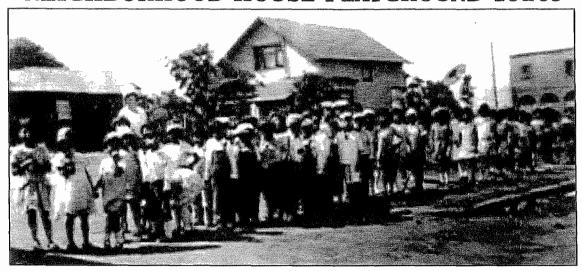
"LOGAN HEIGHTS FIRST CLUB" THE NEIGHBORHOOD HOUSE KIDS 1929



THE ORIGINAL BUS 11



NEIGHBORHOOD HOUSE PLAYGROUND 1920s



LADIES NUTRITION CLASS 1920's NEIGHBORHOOD HOUSE



STORY TIME NEIGHBORHOOD HOUSE 1920's



THE SANCHEZ FAMILY



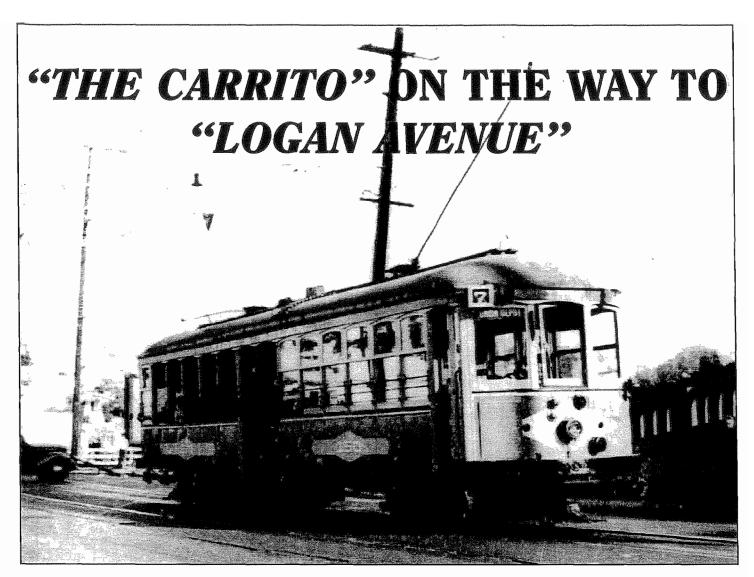


TAKEN
AT 2054
JULIAN AVE.
LATE 30's



PIÑA FAMILY THROUGH THE YEARS



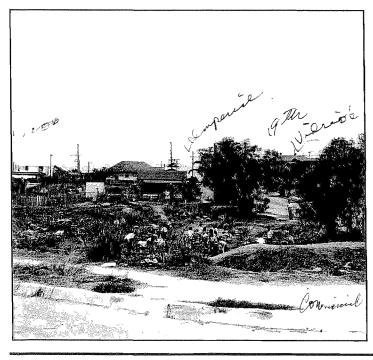


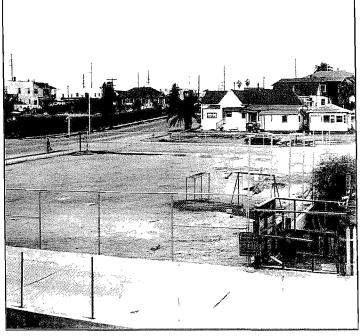


"OUR NEIGHBORHOODS"

STATION 7, ENGINE COMPANY 7, 1896 NATIONAL AVENUE.
BUILT DECEMBER 22, 1913. APPARATUS No. 192 IS A SEAGRAVE 1250 GPM,
4 STAGE, CLASS B TRIPLE COMBINATION PUMPER. IT COST \$13,943 WHEN
COMMISSIONED APRIL 5, 1938. IT CARRIES 1200 FEET OF
2-1/2-INCH HOSE IN THE MAIN BED AND CARRIES 100 GALLONS OF WATER.



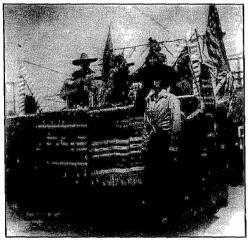




CANNERY WORKERS

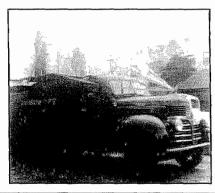


PARADE ON LOGAN AVENUE





Parade on Logan Avenue on Cinco de Mayo in 1941 or 1942. The truck has been identified as an apple green 1939 Dodge with black fenders. Under a magnifying glass, the truck is revealed as belonging to Universal Furniture Co., 2151 Logan Avenue.

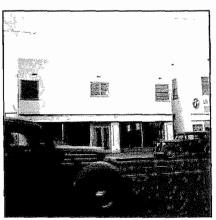


Parade on Logan Avenue on Cinco de Mayo in 1941 or 1942. Can you identify anyone in the picture? Standing in front is Jimmy Zúñiga.

CORONA OUTFITTING CO.



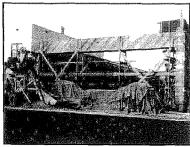
Corona Outfitting Co., located at 1802 Logan Avenue, sometime between 1943 and 1948. Across Bearsley Street to the left is the Cornet Theater.





1802 Logan Avenue about 1943, just before Corona Outfitting Co. moved in. The business later became known as Corona Furniture Company when it moved to 1816 Logan Avenue and is now located at 3161 National Avenue. The site may be the previous location of Amador's Market. Do you recall?

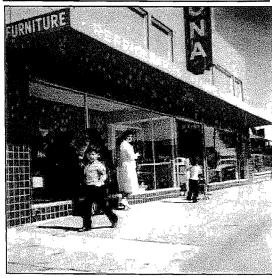
CORONA FURNITURE COMPANY



In construction around 1948 at 1816 Logan Avenue is the building which would become the Corona Furniture Co.







Corona Furniture Company 1816 Logan Avenue in August 1955.



Arthur Price and Dennis Price, brothers and co-owners of Corona Furniture Company, taken in front of their store at 1816 Logan Avenue in August 1955.



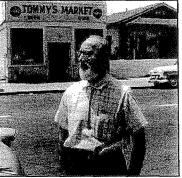
Arthur Price, Michael Price and Arthur Price.



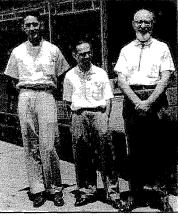
Corona Furniture Company store at 1816 Logan Avenue sometime between 1955 and 1960.



Arthur Price and Dennis Price.



Dennis Price, proprietor of Corona Furniture Company.



Arthur Price, Edgar Gumpel and Dennis Price.



Bernie Sloan and Dennis Price.



August 1960.

"THE ORIGINAL ANGEL BABY ROSIE HAMLIN" FAMILY THROUGH THE YEARS

















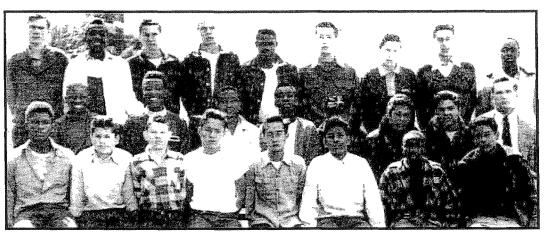
MEMORIAL JUNIOR HIGH: "THE EARLY YEARS"

High - 8

Home Room

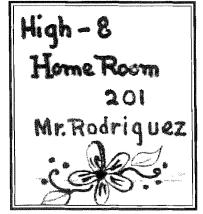
105

Mr. Baecht











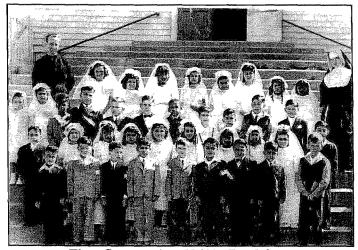


High-8
Home Room
216
Miss Evans

MEMORIES OF LOGAN HEIGHTS







First Communion 1940's Guadalupe.



Guadalupanas.



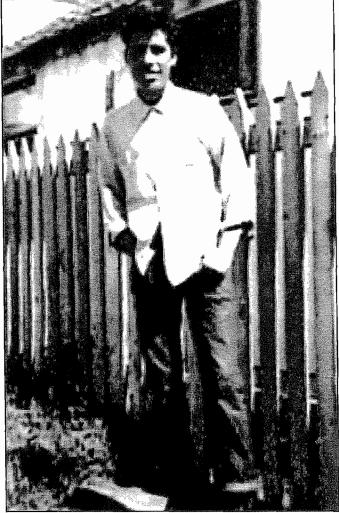
Sister of St. Francis Teaching Staff. Guadalupe School 1940's.

RODRIGUEZ & FRIENDS

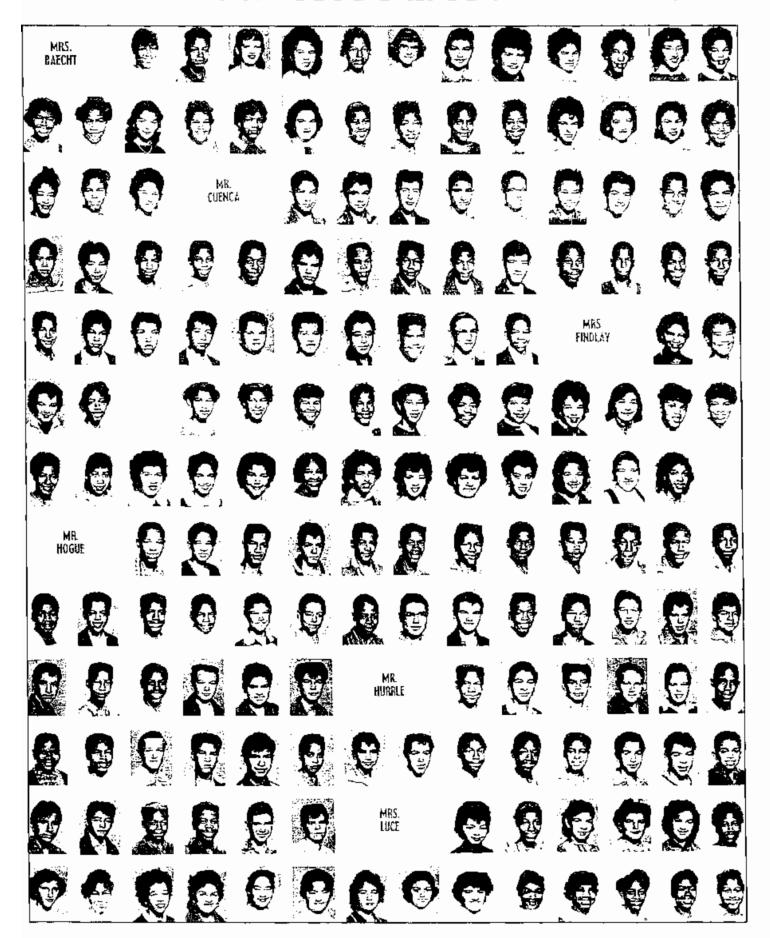








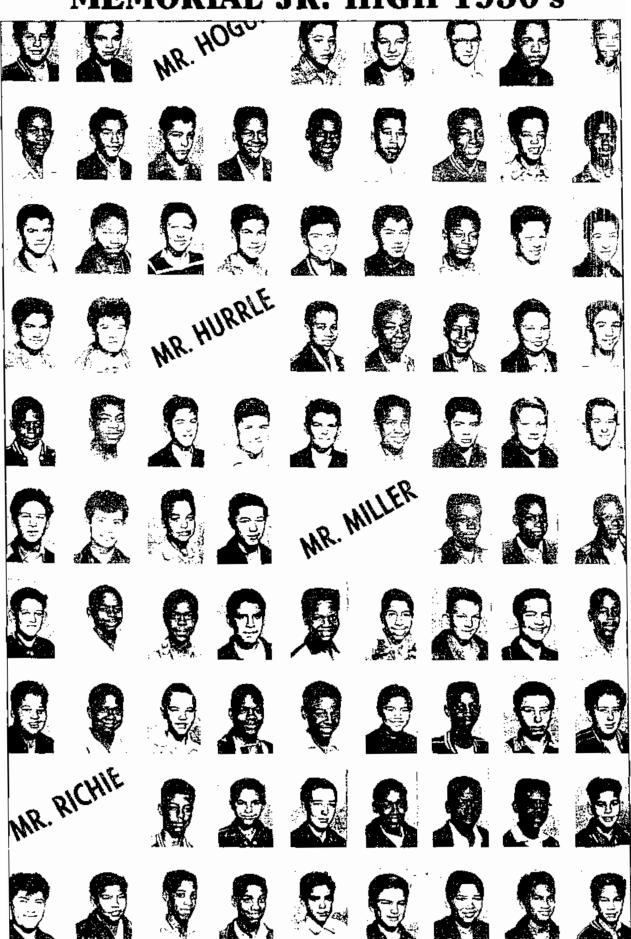
8th GRADE: MEMORIAL JR. HIGH 1950's



9th GRADE: MEMORIAL JR. HIGH 1950's



MEMORIAL JR. HIGH 1950's



9th GRADE: MEMORIAL JR. HIGH 1950's



JUNIOR MICH SCHOOL

8th GRADE: MEMORIAL JR. HIGH 1950's



Ponce, Evelyn Marin, Natividad Portor, Ethei

Mark, George Porter, Loriel Martinez, Max

Prentice, Marie Mayumi, Jimmy Quijas, Betsy

Mendez, Frank Ramirez, Yolanda Miller, Guy

Reynolds, Incz Ming, Robert Rhodes, Berna Dean

Montez, William Robinson, Joyce Moreno, Richard

Moreno, Tony Roccoforte, Haland Najera, Julian

Radriguez, Anita Newberry, Bobby Rodriguez, Rebecca

Nash, Stanley Roots, Frankie Noriega Carlos

Ross, Gloria Oleda, Willie Rubaicaba, Cormon



Pearton, James Ruiz, Dolores Fana, Manuel

Russell, Opal Polak, James Saldano, Norma

Pope, Marvin Salgado, Carlota Portola, Ruben

Sample, Dolores Quan, Sam Schräder, Sadonna

Quintero, Louie Sepulveda, Naomi Ragsdale, Johnnie

Silva, Mercedes Rico, Felipe Slaughter, Yvonne

Roberson, Ernest Smith, Patyy Roogers, Gilbert

Spence, Antonette Rodriguez, Alfred Spikes, Matrie

Russ, Clyce Tackkett, Margie Russell, Richard

Thompson, Mae Joyce Sage, John Torres, Marie

8th GRADE: MEMORIAL JR. HIGH 1950's



Saiz, Frank Torres, Norma Salazar, Junior

Tucker, Erma Lee Schmitt, Max Walker, Mary

Scott, Richard Ware, Hattie Seavello, John

Watkins, Jackie Shannon, Richard Weatherspoon, Gari

Shaw, Billy White, Shirley Shourds, Lee

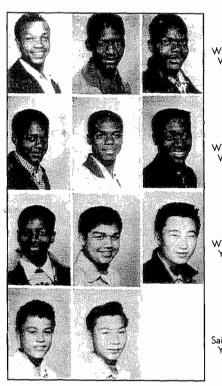
Wynn, Velma Speck, Billy Young, Pauline

Talamantez, Ronnie Zuniga, Carmen Taylor, Teddy

Terry, Jimmie Thomas, Joe Thompson, James

Thompson, Vernon Tom, Alex Tom, Lanny

Traylor, Mose Traylor, Tommy Valenzuelo, Tony



Walker, Charles Walton, James West, Willie

Wheeler, Chester Wilkins, Tommy Williams, Bobby

Wright, Charles Ybarra, Jerry Yamano, Milton

Saiz, Joe Yee, Harry



MEMORIES OF LOGAN HEIGHTS







FAMILIES THE STRENGTH OF LOGAN HEIGHTS











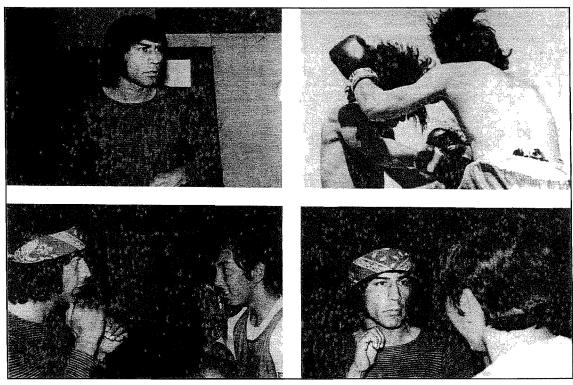
BECERRA FAMILY: "GUESS WHO?"







REMEMBERING JUNIOR ROBLES





"NUÑEZ & AVALOS WEDDING" JANUARY 25, 1958 * 28th & FRANKLIN



"ESTHER & VICTOR AVALOS"

1st ANNUAL LOGAN HEIGHTS REUNION

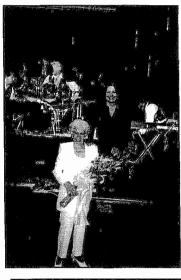


"CLUB NEWS 1950's"



RACHAEL ORTIZ THROUGH THE YEARS



























FAMILIA OF LOGAN HEIGHTS



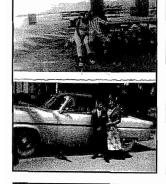












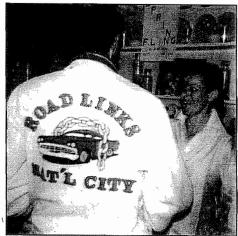












FAMILIA OF LOGAN HEIGHTS

"We Made Our Own Music"

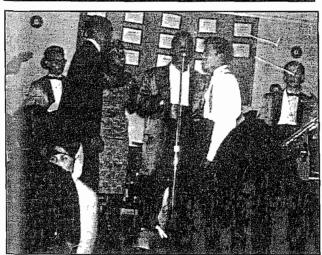








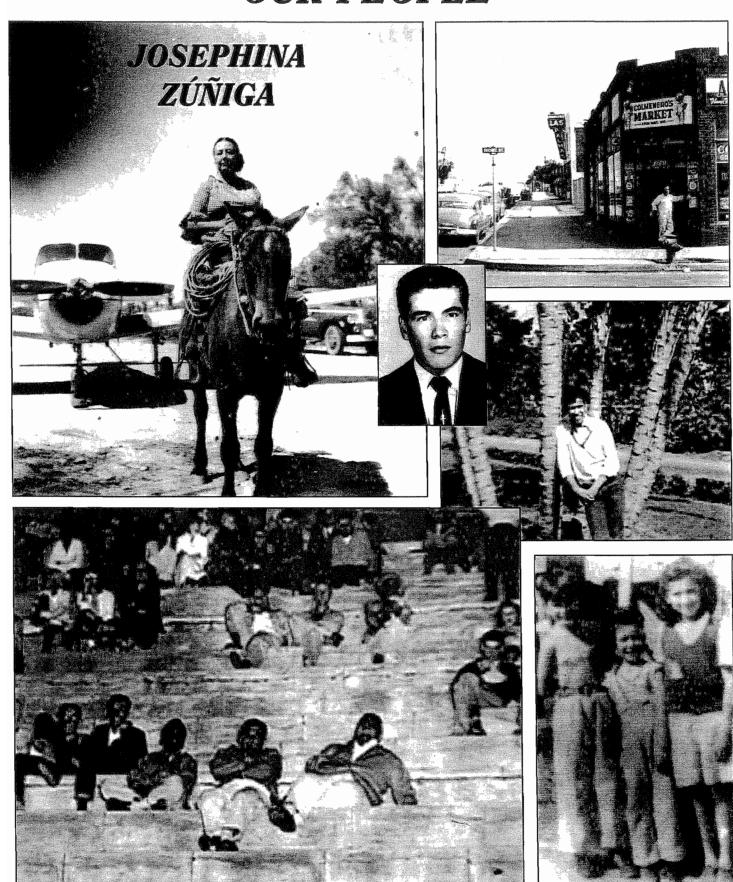








"OUR PEOPLE"



Los Gallos have something to crow about

hey could have played "Auld Lang Syne" one lively night a while back at Chuey's. Many of the 300 or more packing Logan Heights' landmark eatery at Main and Crosby hadn't seen each other in more than 40 years.

They didn't play that old song.

But Benuy Hollman kept the joint jumping and the memories rolling with the boys from his band and from several other long-ago favorites, like the Kingsmen, the Barons and the House rockers.

And for better than six hours that night, despite all the gray and all the wrinkles in the house, it was a lot like old times when a proud yet humble bunch calling itself "Los Gallos" (The Roosters) flew.

And lanky Salvador Torres and his old pals --Roberto Martinez and Haracio and Hiram Piña-- loved every moment.

This, after all, was a reunion celebration for their 1950's green-jacket-wearing social group that, in ways quiet and not-so-quiet, helped shape "The Heights," ever a struggling working-class enclave.

"We started that club (with 42 members) to show people who we were -not in a violent way, but in a proud way," recalled Torres, 62. "And from being part of it, we developed a social conscience. And we had good times.

"A lot of us are in our 60's now -we have grandchildren- and we want to remind everyone" of the good times.

But more than good-times-seekers, members of Los Gallos, like Torres and Martinez, were forerunners and architects of grassroots community movements to clean up and improve their beloved neighborhood. Over the years, they got on the front lines of battles to stop a proliferation of junkyards in the area, for example.

They backed fights to bring improved health care to Logan Heights for the poor and indigent.

Torres, himself and accomplished muralist and photographic artist, led early struggles to create Chicano Park beneath part of the San Diego-Coronado Bridge.

And he became recognized as the father of the world-renowned murals he and other artists painted on the bridge pillars in the park.

Martinez became a long-dedicated soldier in the fight for immigrant rights.

And today, as program coordinator for American Friends Service Committee U.S./Mexico Border Program, he's been recognized for his work by Human Rights Watch. The international organization monitors civil and human rights issues around the world.

But on this night at Chuey's, the serious thoughts, the critical reflection for these two and many of the other Los Gallos originals were on the club, formed 44 years ago.

On how it helped make them better people. And on how its spirit can be passed on the younger generations.

The key to the club was always respect, Torres and the rest agreed. Respect for oneself. Respect for others.

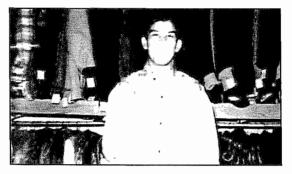
And all remember well how that principle played in 1954 when the late Alfonso Johnston –a neighborhood icon known as "El Pelón" (The Bald One)– took a bunch of restless, untested teenagers under his wing. The youngsters were tired of society lumping them in with gangs and other bad actors just because some shared similar cultural backgrounds.

Johnston taught them how to rise above all that by finding the inner joy locked in service to others.

The group never forgets the day when Los Gallos rented the neighborhood theater with money they'd scraped together through fundraisers. They then held a cartoon show and Christmas party for all the younger kids in the community.

That was when everyone knew the teens had learned the mentor's lesson, said Torres.

And as Benny and the boys in the bands kept touching nostalgic chords, everyone who'd ever had anything to do with "Los Gallos" knew what the group would do with the proceeds from that lively night at Chuey's.







He's older now, but he remembers the days of the hood and the pachucos

he article (Page A-1, March 23) concerning "La Vida Loca" (crazy life of Chicano gangs) of San Diego was most interesting. 1 am now in my late 50's, was born in San Diego and raised in Logan Heights. I recall all too well those old times and what used to be the small town of San Diego.

I was just a boy when the Cherry Gang was the toughest in San Diego, certainly tops over the Mutes from Old Town National City.

The story didn't mention the Black Angels: they also were from Logan Heights, back when Logan ran only from 16th through 26th streets. There also were the Valley Boys who claimed 33rd and Market to the train tracks. On the other side were the Nido Boys, the 38th Street Guys, the Red Steps; I could go on and on. The original members are old now, but you can still find some of them hanging out at Chicano Park reminiscing about the good old "War Days."

One must remember that these young men are or were mostly American-born and proud of their heritage, Pachucos. Their zoot suits and shoes contributed to a dress code, a dress code that stated: We're not

from Mexico, we're American.

When and if Spanish was spoken, it was spoken at home, not in the hood. Back then, the cops were mostly white and they sure used to hassle the hood. Two of these cops were from the old Prohibition days. They used to take scissors and horse pliers and cut the shamps—duck tails—off the Pachucos' clothes or take the soles off their shoes.

Thinking back about Clancy's Bar on National Avenue, the old Neighborhood House and of Chilo, Tortilla, Holloways, Beaver, Pepe, Mosquito. Drumon, Chino, Chano. Richie, Loreto, all of whom are or were good solid people, rips into memories not recalled in years and maked tears in my eyes.

Now, I'm a nice and wise old man who works for the state of California. I am still a proud American who was invited by City Councilman George Stevens to serve on the Commission on Crime and Justice.

There is no remorse or shame, just memories and an abundance of knowledge about the hood, Smile!. (Edward Gaiván Sr.)

BIG JAY McNEELEY



THE JOHNNY OTIS SHOW & DANCE



THE FIRST JUMP: "PARTY TIME"



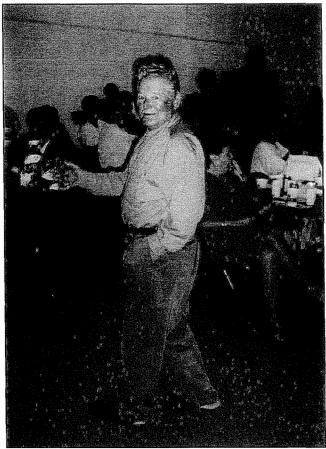




































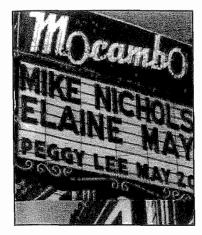


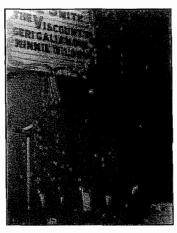






















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